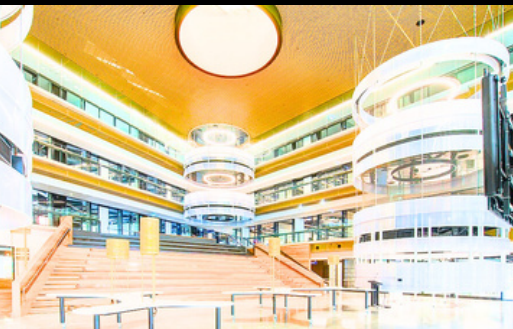


# STEEL

## MEDIA KIT 2025

AUSTRALIA



AUSTRALIAN STEEL INSTITUTE

THE OFFICIAL MAGAZINE OF THE  
AUSTRALIAN STEEL INSTITUTE (ASI)

steelaustralia.com.au  
steel.org.au  
+61 2 8748 0180  
enquiries@steel.org.au



# FROM THE CHIEF EXECUTIVE



The steel industry is the backbone of Australia's infrastructure and a cornerstone of our economic resilience. By choosing to advertise with the Australian Steel Institute (ASI), you are not only placing your brand in the spotlight; you are aligning with a legacy of strength, innovation, and progress.

Our platforms—including a cutting-edge digital platform, a highly engaged social media following, targeted Electronic Direct Mail (EDM) campaigns to over 21,000 people, and a widely-read printed magazine—are curated to reach the industry's most influential decision-makers and thought leaders. These channels offer great opportunities to showcase your products and services, engage with a dedicated audience, and build meaningful connections to drive business growth.

Beyond this visibility, advertising with the ASI demonstrates your commitment to supporting and advancing the Australian steel industry. It is through your engagement that we can continue to provide valuable resources, conduct essential research, and advocate for the steel sector at all levels of government and business. Your partnership enables us to foster innovation, champion sustainability, and ensure that the Australian steel industry remains competitive on a global stage.

I invite you to explore the opportunities detailed within this media kit and consider how your advertising investment can make a profound impact. Together, let's forge a future where our industry thrives through collaboration, innovation, and shared success.

A handwritten signature in black ink that reads "Mark Cain". The signature is fluid and cursive, written in a professional style.

Chief executive, ASI

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# ABOUT THE AUSTRALIAN STEEL INSTITUTE (ASI)

## The Voice of Australian Steel

The Australian Steel Institute (ASI) is the nation's peak body representing the entire steel supply chain from the manufacturing mills right through to end users in building and construction, heavy engineering and manufacturing.

Our Vision: To influence profitable growth for the complete Australian steel value chain.

Our Mission: To deliver increased use of Australian steel and improved industry competitiveness in construction and other strategic markets.

The ASI is active in key areas of interest to the Australian steel industry:

- Promoting Australian made steel
- Influencing the choice of Australian steel as the preferred building and construction material
- Advocating for full, fair and reasonable trade
- The prevention of dumping to ensure Australian steel can compete
- Promoting the importance of quality, compliance and best practice (including standards, safety and logistics)
- Securing reliable and affordable baseload energy for Australian steel
- Promoting the steel capability agenda: Diversity, STEM, trades, the next generation and succession
- Championing innovation and future steel

A member-based organisation, the ASI's activities cover and promote advocacy and support, steel excellence, standards and compliance, training, events and publications.



LEARN  
MORE  
ABOUT  
THE ASI





# OUR AUDIENCE

**Our publications connect with the core influencers and decision-makers within the steel industry—those endowed with the authority to select, purchase, and advocate for your products and services. Our reach extends across a broad spectrum of the steel sector, ensuring your message is seen and heard by those who matter most.**

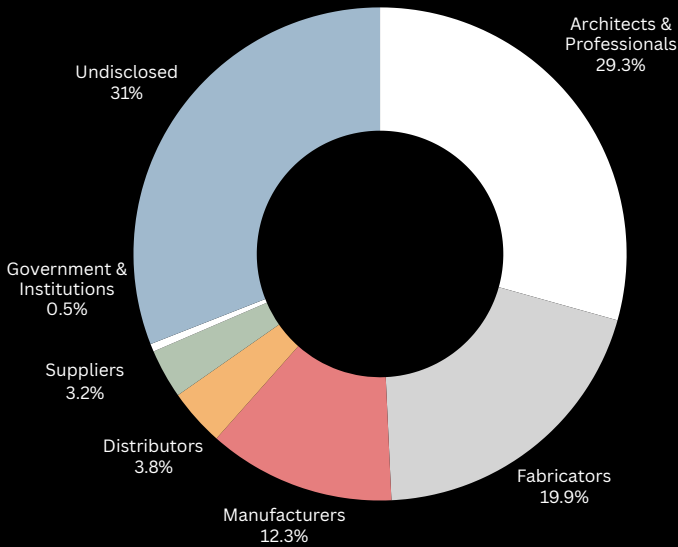
Our diverse audience encompasses:

- Steel industry professionals and top executives at the C-suite level, who drive strategic decisions and partnerships.
- Owners and managers of small-to-medium enterprises, who are pivotal in shaping industry trends.
- Apprentices and emerging talent dedicated to advancing their careers in steel-related fields, representing the future of our industry.
- Academic and research institutions, including a variety of researchers and scholars focused on steel innovation, technology, and sustainability.
- Pioneers and thought leaders across all of Australia's industrial and manufacturing landscapes, who are at the forefront of adopting and promoting new steel applications and efficiencies.
- All members of the ASI, a community committed to the advancement and excellence of the steel industry in Australia and beyond.



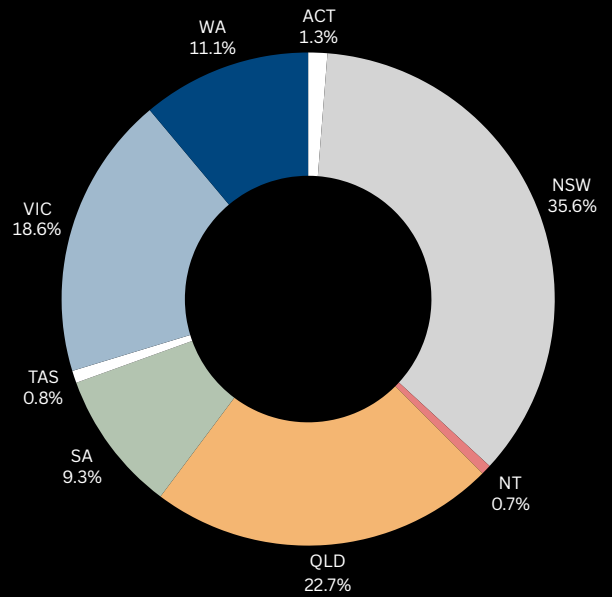
## MAGAZINE READERS BY CATEGORY

From architects through to manufacturers and fabricators, our audience includes the entire steel supply chain.



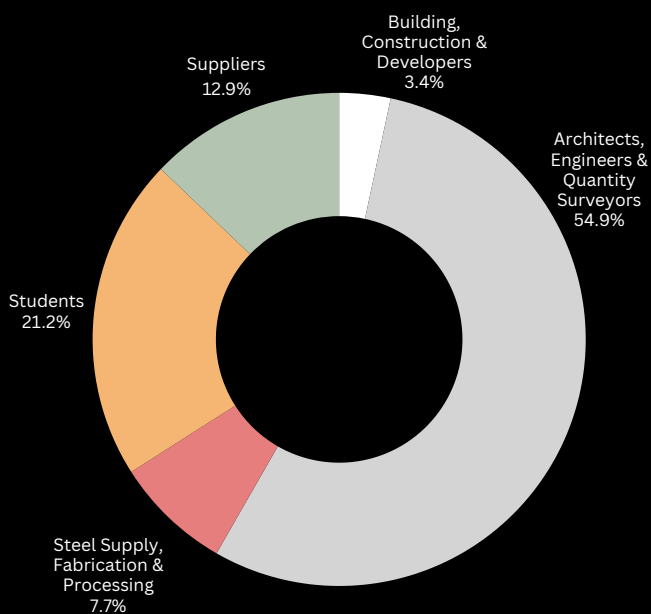
## MAGAZINE READERS BY LOCATION

With an even spread of national coverage, you can reach our geographically diverse audience.





## EMAIL SUBSCRIBERS BY CATEGORY

Our email subscribers spans the entire steel supply chain, including architects, students, and fabricators alike.



## SOCIAL MEDIA FOLLOWERS

 6,200+ followers

 2,400+ followers

## EMAIL SUBSCRIBER STATISTICS

Discover the power of reaching our engaged audience through our email subscriber base. Get your message out direct to our subscribers to drive a direct response.

**23,000+**  
Subscribers

**28.7%**  
Average Open Rate

**8.6%**  
Average Click Through Rate

## WEBSITE STATISTICS

The Steel Australia website—steelaustralia.com.au—was launched in April 2024. As such, all statistics provided below are based on the period April 2024 to December 2024. The ASI expects these figures to grow exponentially in the site's second year of operation.

# 11,500



## TOTAL NUMBER OF VIEWS

# 5,900



## ACTIVE USERS

# 1.97



## VIEWS PER ACTIVE USER

# 30%



## AVERAGE USER RETENTION RATE

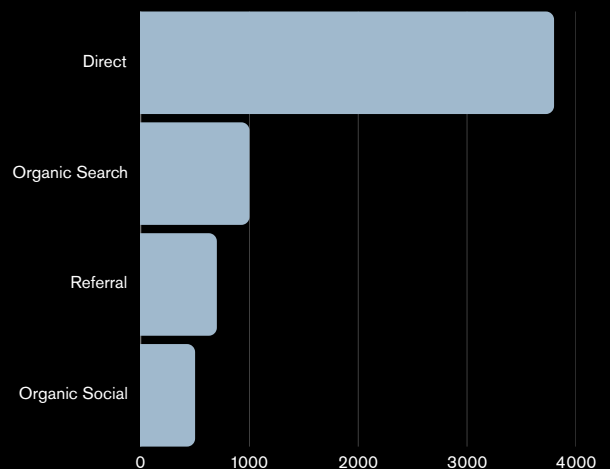


# 43s



## AVERAGE TIME PER PAGE

## WHERE USERS COME FROM



# ABOUT STEEL AUSTRALIA

The official magazine of  
the Australian Steel  
Institute (ASI)

Steel Australia is published three times per year:

- Printed copies are distributed to over 1,400 people nationally
- All articles are featured on a cutting-edge digital platform: [steelaustralia.com](http://steelaustralia.com)
- A digital broadcast is emailed to 23,000+ people nationally

The magazine provides information, education and support to the manufacturing technology industry therefore supporting ASI members in their business interests.

The publication provides a balanced mix of steel-intensive project profiles, interviews with prominent ASI members and industry leaders, coverage of member events and updates on ASI technical initiatives and related industry developments.

Editorial features are regularly devoted to specific member segments such as steel manufacturers, fabricators, detailers and sheds, as well as key issues including compliance, local content, safety and sustainability.



2025 PRODUCTION DEADLINES		
Issue	Booking Deadline	Artwork Deadline
April 2025	28 February 2025	7 March 2025
July 2025	30 May 2025	6 June 2025
November 2025	12 September 2025	19 September 2025

# ADVERTISING COSTS

PRINT MAGAZINE				
Size	Casual Non ASI Members	Multi (3 issues) Non ASI Members	Casual ASI Members	Multi (3 issues) ASI Members
Back Cover	\$4,140	\$11,040	\$3,600	\$9,600
Inside Front Cover	\$3,881	\$10,350	\$3,375	\$9,000
Inside Back Cover	\$3,493	\$9,315	\$3,038	\$8,100
Full page	\$2,846	\$7,590	\$2,475	\$6,600
Double Page	\$4,140	\$11,040	\$3,600	\$9,600
Half page	\$2,070	\$5,520	\$1,800	\$4,800
Third page	\$1,682	\$4,485	\$1,463	\$3,900
Quarter page	\$1,423	\$3,795	\$1,238	\$3,300

WEBSITE (steelaustralia.com)						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$1,682	\$2,690	\$4,877	\$1,463	\$2,340	\$4,241
Skyscraper	\$1,210	\$1,937	\$3,512	\$1,053	\$1,685	\$3,054
Banner	\$805	\$1,288	\$2,334	\$700	\$1,120	\$2,030
Sidebar	\$538	\$861	\$1,560	\$468	\$749	\$1,357

EDM						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$1,682	\$2,690	\$4,877	\$1,463	\$2,340	\$4,241
Banner	\$805	\$1,288	\$2,334	\$700	\$1,120	\$2,030
Sidebar	\$538	\$861	\$1,560	\$468	\$749	\$1,357

All costs listed above are exclusive of GST.



# ADVERTISING PACKAGES



MAXIMISE YOUR EXPOSURE AND RETURN ON INVESTMENT WITH ONE OF OUR COMPREHENSIVE ASI MEMBER-ONLY ADVERTISING PACKAGES.

## Gold Package

\$7,000 for ASI Members

- 1 x full page inside cover advert in the printed edition of Steel Australia
- 1 x double-page spread page editorial in the printed edition of Steel Australia
- Leaderboard advert on Steel Australia website for 3 months
- 1 x leaderboard advert in Steel Australia EDM
- 3 x social media posts

## Silver Package

\$5,800 for ASI Members

- 1 x back cover advert in the printed edition of Steel Australia
- 1 x full page editorial in the printed edition of Steel Australia
- Skyscraper advert on Steel Australia website for 3 months
- 1 x banner advert in Steel Australia EDM
- 2 x social media posts

## Bronze Package

\$4,600 for ASI Members

- 1 x full page advert in the printed edition of Steel Australia
- 1 x full page editorial in the printed edition of Steel Australia
- Banner advert on Steel Australia website for 3 months
- 1 x sidebar advert in Steel Australia EDM
- 1 x social media post

# ADVERTISING SPECIFICATIONS

## Printed File Specifications

Supplied material must be Press Ready, PDF files. All PDFs must be high-resolution, 300dpi, CMYK files.

All PDFs must be supplied to the correct dimensions, printers marks and with all fonts embedded.

All ads require at least 5mm bleed on all sides.

The publication size / final trim size is standard A4 size 297mm (high) x 210mm (wide).

All body copy, headings and other text must be at least 0.5mm inside the trim size on all sides. All body copy must be at least 9pt font size.

## Digital File Specifications

All files must be supplied as a PNG or GIF.

All files must be a Minimum 96 DPI in RGB.

A URL must be supplied along with digital file artwork.

## How to Supply Files

Please email files to [sally@wordly.com.au](mailto:sally@wordly.com.au).

The Australian Steel Institute (ASI) reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with the ASI's position or values.

**For advertising bookings, contact:**  
[asimarketing@steel.org.au](mailto:asimarketing@steel.org.au)



### Inside Covers and Full Page

297mm (high) x 210mm (wide)



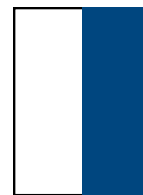
### Double Page Spread

297mm (high) x 420mm (wide)



### Half Page: Horizontal

148.5mm (high) x 210mm (wide)



### Half Page: Vertical

297mm (high) x 105mm (wide)



### Third Page: Horizontal

99mm (high) x 210mm (wide)



### Third Page: Vertical

297mm (high) x 70mm (wide)



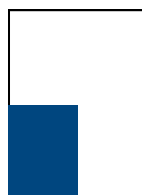
### Quarter Page: Horizontal

75mm (high) x 210mm (wide)



### Quarter Page: Vertical

297mm (high) x 52.5mm (wide)



### Quarter Page: Block

75mm (high) x 105mm (wide)



### Leaderboard

1200px (wide) x 300px (high)



### Banner

1200px (wide) x 300px (high)



### Sidebar

300px (wide) x 300px (high)



### Skyscraper

300px (wide) x 900px (high)



# FURTHER INFORMATION

For advertising bookings:

[asimarketing@steel.org.au](mailto:asimarketing@steel.org.au)

For information about the ASI:

[steelaustralia.com.au](http://steelaustralia.com.au)  
[steel.org.au](http://steel.org.au)  
+61 2 8748 0180  
[enquiries@steel.org.au](mailto:enquiries@steel.org.au)

**STEEL** AUSTRALIA



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